Please amend Claims 1-10 as follows:

1.   (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

    a.   receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow constructing a viewing record of the broadcast;

    b.   extracting and displaying content from said broadcast, for displaying to a the viewer;

    c.   extracting said embedded information from said broadcast;

    d.   storing said embedded information;

    e.   at a predetermined time, sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and

    f.   receiving providing specific incentives to the viewer based on said viewing record embedded information and said viewer information sent.

2.   (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a.   receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time slice during which the broadcast is received;

b.   extracting and displaying content from said broadcast, ~~for displaying~~ to ~~the~~ viewer;

c.   extracting said embedded information from said broadcast;

d.   incrementing counters for counting time slices during which said broadcast is received ~~said time periods~~;

e.   storing said embedded information and said counter values;

f.   sending said embedded information, ~~and~~ said counter values and viewer information to a remote computer to allow a viewing time to be determined; and

g.   ~~receiving~~ providing specific incentives to the viewer based on said embedded information and said ~~embedded information, said counter values and said viewer information sent~~ viewing time.

3.   (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising

a.   embedding information ~~about a broadcast~~ along with the broadcast

content, said embedded information including information that allows a viewing

time of said broadcast content to be determined; and

b.   broadcasting said content with said embedded information to a

remote viewer of the content.

4.   (Currently amended) The method of Claim 3 further comprising:

a.   ~~receiving~~ obtaining stored embedded information from said viewer

~~about said broadcast~~ so as to determine said viewing time; and

b.   sending specific incentives to said viewer based on said viewing

time ~~information received~~.

5.   (Currently amended) A method for allowing content to be broadcast

without commercial interruption, yet letting the company or companies sponsoring the

broadcast to offer purchasing incentives to viewers, the method comprising:

a.   embedding information ~~about the broadcast~~ along with the

broadcast content at regular time periods, wherein said embedded information,

when collected over time, allows a viewing record of the broadcast to be

determined; and

b.   broadcasting said content with said embedded information to a

remote viewer of the content.

6.   (Currently amended) The method of Claim 5 further comprising

        a.   ~~receiving~~ providing collected embedded information from said

viewer about said broadcast at a predetermined time point;

        b.   from said collected embedded information, determining a number

of time slices during which the broadcast is received by the viewer ~~receiving~~

~~counter values for the number of time slices viewed by said viewer~~; and

        c.   sending specific incentives to said viewer based on said time slices

~~information received and said counter values received~~.

7.   (Currently amended) A method for allowing content to be broadcast

without commercial interruption, yet letting the company or companies sponsoring the

broadcast to offer purchasing incentives to viewers, the method comprising:

        a.   receiving information ~~about~~ representing a viewing record of a

broadcast ~~from~~ by a remote viewer ~~of said broadcast~~; and

        b.   sending specific incentives to the remote viewer based on said

viewing record ~~information received~~.

8.   (Currently amended) A method for allowing content to be broadcast

without commercial interruption, yet letting the company or companies sponsoring the

broadcast to offer purchasing incentives to viewers, the method comprising:

a.   receiving information about a broadcast from a remote viewer of said broadcast;

b.   receiving counter values ~~for~~ representing the number of time slices viewed by the viewer, and

c.   sending specific incentives to the remote viewer determined by a viewing record of a broadcast by said remote viewer, said viewing record based on said information received and said counter values received.

9.   (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a.   receiving information ~~about a broadcast~~ from a remote viewer representing a viewing record of said broadcast by said remote viewer.;

b.   searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

c.   creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received from said viewer; and

d.   sending said Web page ~~back~~ to said viewer.

10.   (Currently amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a.   receiving information about viewing of content of a broadcast ~~from~~ by a remote viewer ~~of said broadcast~~;

b.   receiving counter values ~~for~~ representing the number of time slices during which the broadcast was viewed by said viewer;

c.   searching a database for information about sponsors of the content and the incentives offered by said sponsors;

d.   creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said ~~database~~ information resulting from said searching, ~~and~~ said information received from said remote viewer and said counter values; and

e.   sending said Web page ~~back~~ to said viewer.